

These ads are suggested for use during the canning season to promote home food preservation. Local merchants may be willing to sponsor one or more of them.

The National Editorial Association and the

Newspaper Advertising Service are sending copies of this proof and mats of the art work to all their members. For papers that are not members, extra copies of the mat are available from the Extension Editor of your State college.

HOW YOUR FAMILY CAN EAT WELL ALL WINTER WITHOUT BLUE POINTS!

- 1 Commercially canned goods for civilians will be scarcer this winter, no matter what happens in Europe.
- 2 Home canning *must* make up the difference for civilians. (Last year, *half* the canned vegetables and *three-fourths* the fruit that civilians ate came from this source.)
- 3 This year, home canning will be easier than ever—more pressure canners made, plenty of containers and closures, extra sugar allowed through your local War Price and Rationing Board.
- 4 Preserving food at home is the only way to be *sure* your family gets enough nourishing vegetables and fruits all year.
- 5 To learn the best ways to dry, freeze, pickle, brine, or store foods—and for free official home canning information—write to your State Agricultural College, or Home Canning, U. S. Dept. of Agriculture, Washington 25, D. C.



It's Smart to Can all you Can!

SPONSOR'S NAME AND ADDRESS

Ad #163

Want to Eat Well this Winter? ... you can !

Yes, commercially canned goods for civilians *will* be scarcer. It *will* be harder to feed your family all the nourishing vegetables and fruits they need.

But not if you CAN! It's the one *sure* way to eat well this winter—and without ration points!

Can all you can!
Can them fresh!
Can them right!

It's Smart to Can
all you Can!



SPONSOR'S NAME
AND ADDRESS

Ad #166

This year Home Canning is a Must

This winter, the supply of commercially canned goods for civilians will be lower—need for home canning greater. Assure your family all the nourishing, delicious vegetables and fruits they need!

Sugar? Your local War Price and Rationing Board will allow extra sugar for canning.

Equipment? More pressure canners available this year. If you can't buy or borrow one, use facilities of your Community Canning Center.

What to Can? All the vegetables and fruits you will need to see you through the winter!

How to Can? For free official information write to your State Agricultural College, or Home Canning, U. S. Dept. of Agriculture, Washington 25, D. C.

It's Smart to Can
all you Can!



SPONSOR'S NAME
AND ADDRESS

Ad #165



"My pantry
won't know
there's a war on!"

NO MATTER how empty my grocer's shelves, no matter how high ration points may go this winter—*my* family's going to have plenty of nourishing, delicious canned vegetables and fruits!

I'm going to can all I can. This year, there'll be more pressure canners available, there'll be plenty of containers and closures, and I'll get extra sugar for canning through my local War Price and Rationing Board.

A hint to the wives is sufficient: it'll be easier to can—and there's more reason than ever to do it this year!

It's Smart to Can
all you Can!



SPONSOR'S NAME AND ADDRESS

Ad #164



I'M GOING TO CAN
ALL I POSSIBLY CAN
SO MY FAMILY
CAN EAT BETTER
THIS WINTER!

Ad No. 169

AMERICA'S WOMEN ANSWER:

CAN

CAN to be sure your family is well fed this winter.

CAN what you don't eat from your Victory Garden.

CAN other fruits and vegetables in season.

CAN them while they're *fresh*.

CAN them *right*.

CAN fruits according to war-time specifications.

DO

DO use a pressure canner for (more available this year).

DO borrow one if you can't buy one.

DO use the facilities of your Community Canning Center.

DO get free canning information from your State Agricultural College.

It's Smart to Can all you Can



Ad #170

CAN MORE THAN EVER BEFORE!

1. Less commercially canned goods for civilians this winter.

2. Greater need to feed your family nutritious food.

3. More canning equipment available.

It's Smart to Can
all you Can!



Ad #167

Home Canning Means:

BETTER MEALS... MORE FOOD
WITHOUT RATION POINTS!

It's smart to can all you can!



Ad No. 168

It's Smart
to Can
all you
can!



Ad No. 171

These "Drop-ins"
are for use
in larger
advertisements.